Sanibel & Captiva Islands, Fort Myers Beach, Fort Myers, Bonita Springs, Estero, Cape Coral, Pine Island, Boca Grande & Outer Islands, North Fort Myers, Lehigh Acres

Winter 2018 Visitor Profile and Occupancy Analysis

June 7, 2018

Prepared for:

Lee County Board of County Commissioners

Lee County Visitor and Convention Bureau

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Executive Summary
Winter 2018

A Note About "Statistical Significance"

(Statistically significant difference = a difference that is large enough that it is not likely to occur by chance)

This report includes comparisons between data collected last year (2017) and data collected this year (2018). In most cases, slight differences will be seen between the two years' values due to random differences in the respondents taking the survey in each year. When these differences are not likely to be due to chance, then they are statistically significant.

A difference is said to be statistically significant (at the 95% confidence level) if the probability of the difference occurring purely by chance is less than 5%. In other words, if the same question were asked 100 times, these differences would be seen by chance in fewer than five of those instances.

Throughout this report, differences that rise to the level of statistical significance are marked by letters showing which column the marked percentage is significantly greater than. For example, the "A" in Column B of the table below indicates that 70% is statistically greater than the 60% in Column A.

2016 A	2017 B
60%	70%A

THE BEACHES OF FORT MYERS AND SANIBEL

Executive Summary

Visitation Estimates

- During the winter 2018 season, Lee County hosted nearly 790,000 visitors staying in paid accommodations and about 578,000 staying with friends or relatives, for a total of 1.37 million visitors.
- Winter 2018 visitation among paid accommodations guests was up 8.4% from 2017, and visitation among those staying with friends or relatives dropped 2.9%. As a result, Lee County saw a 3.3% increase in total visitation versus winter 2017.

Estimated Visitation	Winter 2017	Winter 2018	% Change
Paid Accommodations	728,209	789,270	8.4%
Friends/Relatives	595,032	577,815	-2.9%
Total Visitation	**1,323,241**	**1,367,085**	**3.3%**

Visitor Expenditures

- Winter 2018 visitors spent an estimated $1.19 billion during their stay in Lee County, which was higher than among winter 2017 visitors ($1.15 billion).
- Expenditures among winter 2018 paid accommodations guests amounted to $888 million (75% of the total). Those staying with friends or relatives contributed the remaining $303 million. Spending among winter season guests increased 3.9% year-over-year.

Estimated Expenditures	Winter 2017	Winter 2018	% Change
Paid Accommodations	$851,964,885	$888,094,155	4.2%
Friends/Relatives	$295,368,124	$303,887,899	2.9%
Total Expenditures	**$1,147,333,009**	**$1,191,982,054**	**3.9%**

Note: Winter season refers to the period including January, February, and March when referenced throughout this report.

THE BEACHES OF FORT MYERS AND SANIBEL

Visitor Origin

- Nine in ten winter 2018 visitors staying in paid accommodations reside within the United States (90%), an increase over last winter (82%). The majority of international visitors staying in paid accommodations came from Canada (7%), followed by Germany (1%).
- More than half of domestic paid accommodations visitors came from the Midwest (57%). One-fourth of visitors came from the Northeast (26%), with fewer from the South (14%), and a small minority from the West (2%).
- Minneapolis, New York, and Chicago were the top Midwest domestic feeder markets for the Lee County lodging industry during winter 2018.

Visitors Staying in Paid Accommodations

	%		Visitor Estimates		Direction of Change
Winter Season	**2017**	**2018**	**2017**	**2018**	
Country of Origin					
United States	82%	90%	599,175	708,080	+
Canada	12%	7%	88,152	58,563	-
Germany	2%	1%	17,886	10,648	-
UK	2%	<1%	12,776	2,662	-
Scandinavia	1%	<1%	6,388	2,662	-
Other International	<1%	1%	3,834	6,655	+

Visitors Staying in Paid Accommodations

	%		Visitor Estimates		Direction of Change
Winter Season	**2017**	**2018**	**2017**	**2018**	
U.S. Region of Origin					
Florida	1%	1%	4,657	3,631	-
South (including Florida)	13%	14%	79,166	101,673	+
Midwest	52%	57%	312,006	404,877	+
Northeast	30%	26%	180,063	187,006	+
West	4%	2%	23,284	14,525	-

Note: The percentage of visitors by origin market is based on data collected from visitors in the Visitor Profile Survey. Respondents who did not answer the area of residence questions are excluded when calculating the 2018 percentages.

Winter 2018 Top DMAs (Paid Accommodations)

Minneapolis-Saint Paul	9%	63,546
New York	7%	47,205
Chicago	5%	38,127
Philadelphia	4%	30,865
Detroit	4%	30,865
Indianapolis	4%	29,049
Boston (Manchester, NH)	4%	27,234
Cleveland-Akron (Canton)	4%	25,418
Cincinnati	3%	19,971
Dayton	3%	19,971
Washington D.C.	3%	18,156

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Trip Planning

- Many of Lee County's winter 2018 visitors planned their Lee County trip well in advance - on par with last year. Half chose Lee County as their destination *three or more months* in advance. Among those staying in paid accommodations, half made their lodging reservations within that window as well.
  - 53% chose Lee County for trip (vs. 61% in 2017)
  - 54% made lodging reservation (vs. 58% in 2017)

- The Internet continues to be a key tool for planning their trip, with three in four 2018 winter visitors indicating they have visited one or more websites to prepare for their Lee County trip (76% vs. 83% in 2017). Visitors most often mentioned using *airline websites* (34%), followed by *search engines* (25%), *hotel websites* (23%), *Trip Advisor* (22%), or *booking websites* (18%).

- The characteristics rated most favorably as influencing the decision to visit Lee County in winter 2018 included:
  - *Warm weather (93%);*
  - *Peaceful/relaxing (81%);*
  - *White sandy beaches (79%);*
  - *A safe destination (72%);*
  - *Convenient location (71%); and*
  - *Clean, unspoiled environment (68%).*

Visitor Profile

- Seven in ten winter 2018 visitors flew to the area as their primary mode of transportation, similar to last winter. The majority arrived at Southwest Florida International Airport (85%).

- On average, winter 2018 visitors stayed in Lee County for about 9 days. The majority indicated they came to Lee County for a vacation (85%), and two in five were visiting with friends or relatives (38%). Four-fifths of visitors were repeaters (82%), an increase over last winter (73%). These repeat visitors averaged five trips to Lee County in the past five years.

Visitor Profile (cont'd)

- Half of winter 2018 paid accommodation guests said they were staying in hotel/motel/resort/B&B properties (53%), fewer in condo/vacation home properties (42%), and only a small number in RV parks/campgrounds (5%). This represents a small shift from winter 2017, where 49% stayed in condo/vacation home properties and 46% stayed in hotel/motel/resort/B&B properties. Nearly all reported that the quality of their lodging either *met their expectations* (59%) or *far exceeded/exceeded their expectations* (32%).

- Visitors enjoyed a variety of activities while visiting Lee County, with the most prevalent including: *beaches* (92% vs. 93% in 2017), *dining (77% vs. 79% in 2017), relaxing (74% vs. 73% in 2017), and shopping (56% vs. 55% in 2017).* Half of winter visitors took a day trip outside of Lee County (49%), similar to last winter. Those that did take a day trip outside of Lee County were most likely to visit Naples (33%).

- Winter visitors continued to be highly satisfied with their stay in Lee County, with nearly all visitors indicating they were either *very satisfied* (56% vs. 54% in 2017) or *satisfied* (40% vs. 40% in 2017). Furthermore, the majority of winter 2018 visitors indicated they will recommend Lee County to a friend over other areas in Florida (87% vs. 88% in 2017). Just as many intend to return to Lee County themselves (86% vs. 91% in 2017), with half of them suggesting they will do so next year (52%).

- When asked what they liked least about the area, half cited *traffic* as a negative aspect encountered during their trip (55 vs. 54% in 2017), typical for the winter season. Emerging at lower levels overall, additional negative mentions include: *high prices* (12% vs. 11% in 2017), *red tide* (8% vs. 5% in 2017), *weather* (7% vs. 3% in 2017), *insects* (6% vs. 7% in 2017), *water quality* (6% on par with 2017), and *beach seaweed* (4% vs. 8% in 2017).

- The demographic composition of Winter 2018 visitors can be summarized as follows:
  - 57 years of age on average
  - $105,200 household income on average
  - 76% married
  - 49% traveling as a couple
  - 28% traveling as a family - an increase over winter 2017 (21%)
  - 74% traveling *without* children – a decrease from winter 2017 (87%)
  - 3 people in travel party on average

THE BEACHES OF FORT MYERS AND SANIBEL

Lodging Industry Assessments

- For the Lee County lodging industry in total, both *available* room nights (5.6%) and *occupied* room nights (7.3%) increased from winter 2017 to winter 2018. Increases were seen across the board in all lodging property types.

Winter Season	Occupied Room Nights			Available Room Nights		
	2017	2018	% Change	2017	2018	% Change
Hotel/Motel/Resort/B&B	839,786	909,028	8.2%	1,019,622	1,042,867	2.3%
Condo/Cottage/Vacation Home	349,570	364,717	4.3%	385,433	435,330	12.9%
RV Park/Campground	489,292	526,826	7.7%	514,890	549,360	6.7%
Total	**1,678,648**	**1,800,571**	**7.3%**	**1,919,945**	**2,027,557**	**5.6%**

- Consequently, the industry-wide average occupancy rate in Lee County increased from 87.4% in winter 2017 to 88.8% in winter 2018 (+1.6%), fueled mostly by the increase observed in the hotel/motel/resort category (+5.8%). Condos/vacation homes experienced a drop in occupancy rates from winter 2017 to winter 2018, as expected with a larger increase in *available* room nights than was seen in *occupied* room nights.
- Lee County's average daily rate for the winter season declined 2.1% year-over-year. Though hotel/motel/resort/B&B properties showed an increase in ADR this winter season, condo/vacation home properties and RV park/campground properties both experienced significant declines in ADR.
- RevPAR remained relatively unchanged from winter 2017 to 2018, as a result of the concurrent increase in occupancy rate and decrease in average daily rate.

Winter Season	Average Occupancy Rate			Average Daily Rate			RevPAR		
	2017	2018	% Change	2017	2018	% Change	2017	2018	% Change
Hotel/Motel/Resort/B&B	82.4%	87.2%	5.8%	$203.55	$211.86	4.1%	$167.65	$184.67	10.2%
Condo/Cottage/Vacation Home	90.7%	83.8%	-7.6%	$264.02	$236.16	-10.5%	$239.45	$197.86	-17.4%
RV Park/Campground	95.0%	95.9%	0.9%	$66.17	$59.91	-9.5%	$62.88	$57.45	-8.6%
AVERAGE	**87.4%**	**88.8%**	**1.6%**	**$176.10**	**$172.32**	**-2.1%**	**$153.97**	**$153.03**	**-0.6%**

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Lodging Industry Assessments (cont'd)

- According to reports from Lee County property managers, reservations for spring season 2018 (April, May, and June) suggest business will be stronger then last spring. Three in ten responding managers mentioned their total reservations for the next three months are *up* over the same period last year (32% vs. 30% in 2017), and four in ten said reservations are the *same* (39% vs. 26% in 2017). The remaining claimed that their reservations are *down* (16%), compared with 34% saying the same in 2017.

Winter 2018 Lee County Snapshot

Total Visitation				
	%		Visitor Estimates	
Winter Season	2017	2018	2017	2018
Paid Accommodations	55%	58%	728,209	789,270
Friends/Relatives	45%	42%	595,032	577,815
Total Visitation			**1,323,241**	**1,367,085**

Total Visitor Expenditures			
Winter Season	2017	2018	% Change
Total Visitor Expenditures	$1,147,333,009	$1,191,982,054	3.9%
Paid Accommodations	$851,964,885	$888,094,155	4.2%

Visitor Origin - Visitors Staying in Paid Accommodations				
	%		Visitor Estimates	
Winter Season	2017	2018	2017	2018
Florida	1%	1%	4,657	3,631
United States	82%	90%	599,175	708,080
Canada	12%	7%	88,152	58,563
Germany	2%	1%	17,886	10,648
UK	2%	<1%	12,776	2,662
Other International	1%	1%	10,220	9,317

First-Time/Repeat Visitors to Lee County		
Winter Season	2017	2018
First-time	25%	15%
Repeat	73%	82%

Winter Season	Average Occupancy Rate			Average Daily Rate			RevPAR		
	2017	2018	% Change	2017	2018	% Change	2017	2018	% Change
Hotel/Motel/Resort/B&B	82.4%	87.2%	5.8%	$203.55	$211.86	4.1%	$167.65	$184.67	10.2%
Condo/Cottage/Vacation Home	90.7%	83.8%	-7.6%	$264.02	$236.16	-10.5%	$239.45	$197.86	-17.4%
RV Park/Campground	95.0%	95.9%	0.9%	$66.17	$59.91	-9.5%	$62.88	$57.45	-8.6%
AVERAGE	**87.4%**	**88.8%**	**1.6%**	**$176.10**	**$172.32**	**-2.1%**	**$153.97**	**$153.03**	**-0.6%**

Visitor Profile Analysis
Winter 2018

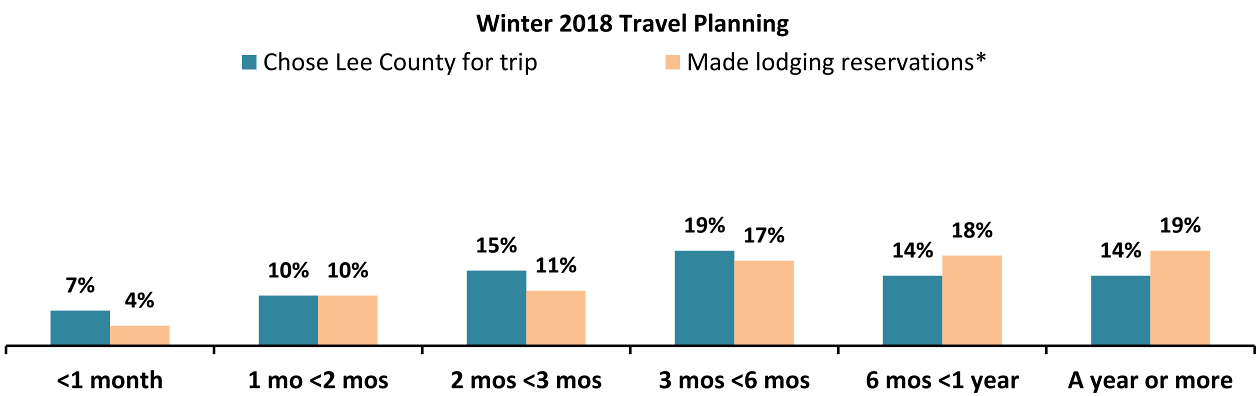
A total of 958 interviews were conducted with visitors in Lee County during the winter months of January, February, and March 2018. A total sample of this size is considered accurate to plus or minus 3.2 percentage points at the 95% confidence level.

A total of 947 interviews were conducted with visitors in Lee County during the winter months of January, February, and March 2017. A total sample of this size is considered accurate to plus or minus 3.2 percentage points at the 95% confidence level.

Travel Planning

	Chose Lee County for Trip		Made Lodging Reservations*	
Winter Season	**2017**	**2018**	**2017**	**2018**
	A	**B**	**A**	**B**
Total Respondents	**947**	**958**	**581***	**608***
Less than 3 months (NET)	34%	32%	32% b	26%
<1 month	6%	7%	5%	4%
1 month - <2 months	13% b	10%	14% b	10%
2 months - <3 months	15%	15%	13%	11%
3 months or more (NET)	61% b	53%	58%	54%
3 months - <6 months	25% b	19%	25% b	17%
6 months - <1 year	17%	14%	18%	18%
A year or more	19%	21%	14%	19% a
No Lodging Reservations Made	-	-	7%	7%
No Answer	5%	14% a	3%	13% a

Q4: When did you choose Lee County for this trip?
Q5: When did you make lodging reservations for this trip?



* Base: Among those staying in paid accommodations

Travel Planning

Considered Other Destinations	
	2018*
Winter Season	
Total Respondents	**958**
Yes	20%
No	79%
No Answer	1%

Q6: When you were planning this trip, did you consider any destinations other than Lee County?

**This question was added in January 2018, so prior year (2017) data is not available.*

Travel Websites Visited		
	2017	**2018**
Winter Season	**A**	**B**
Respondents who use devices to plan	**903**	**958**
Visited web sites (net)	83% b	76%
Airline websites	41% b	34%
Search Engines	30% b	25%
Hotel websites	23%	23%
Trip Advisor	21%	22%
Booking websites	20%	18%
AirBnB, VRBO, Homeaway, or similar website	N/A*	16%
Vacation rental websites	26% b	15%
www.FortMyers-Sanibel.com	8%	8%
Facebook	6%	7%
Visit Florida	7%	5%
Other	8%	9%
None/Didn't visit websites	15%	21% a
No Answer	1%	2%

Q7: While planning this trip, which of the following web sites did you visit? (Please mark ALL that apply.)

**This response option was added in January 2018, so prior year (2017) data is not available.*

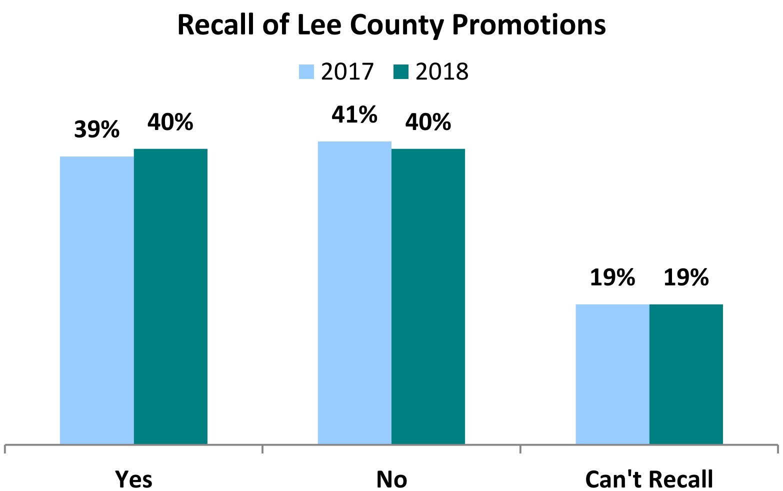
Travel Planning

Travel Information Requested	2017	2018
Winter Season	A	B
Total Respondents	**947**	**958**
Requested information (NET)	30% b	21%
Call hotel	8%	9%
Visitor Guide	3%	3%
E-Newsletter	1%	1%
Call local Chamber of Commerce	1%	1%
Call VCB	<1%	1%
Other	8%	9%
None/Did not request information	64%	76% a
No Answer	6%	3%

Q8: For this trip, did you request any information about our area by: (Please mark ALL that apply.)

Recall of Lee County Promotions	2017	2018
Winter Season	A	B
Total Respondents	**947**	**958**
Yes	39%	40%
No	41%	40%
Can't Recall	19%	19%
No Answer	1%	1%

Q9: Over the past six months, have you seen, read or heard any travel stories, advertising or promotions for the Lee County area?



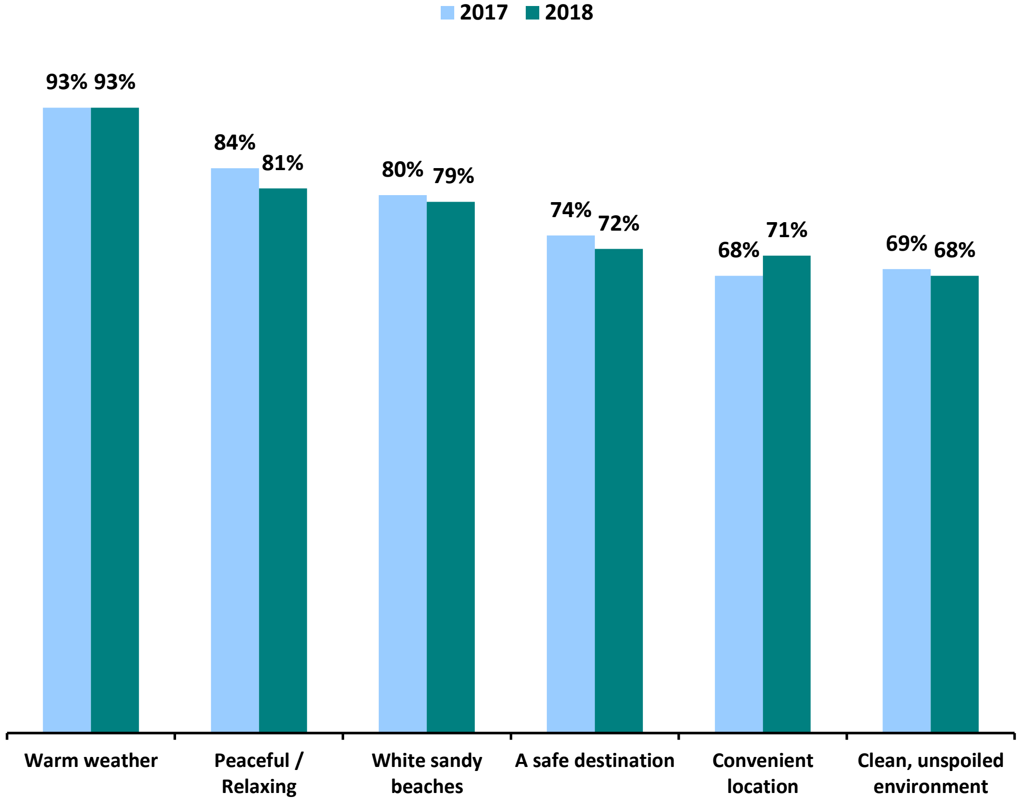
Travel Planning

Travel Decision Influences*		
Winter Season	2017	2018
	A	B
Total Respondents	947	958
Warm weather	93%	93%
Peaceful / Relaxing	84%	81%
White sandy beaches	80%	79%
A safe destination	74%	72%
Convenient location	68%	71%
Clean, unspoiled environment	69%	68%
Plenty to see and do	63%	63%
Overall value for the money	61%	60%
A "family" atmosphere	46%	52% a
Reasonably priced lodging	50%	47%

Q10: When you were talking about coming to Lee County, if one (1) is "Not at All Influential" and five (5) is "Definitely Influential," how strongly did the following influence your selection?

** Percentages shown reflect top 2 box scores (rating of 4 or 5)*

Top Travel Decisions Influences*



Trip Profile

Mode of Transportation

Winter Season	2017	2018
	A	B
Total Respondents	**947**	**958**
Fly	72%	72%
Drive a personal vehicle	23%	23%
Drive a rental vehicle	2%	2%
Drive an RV	2%	2%
Travel by bus	<1%	-
Other/No Answer	<1%	<1%

Q1: How did you travel to our area? Did you…

Frequency of Using SWFL Int'l (Past Year)

Winter Season	2017	2018
	A	B
Total Respondents	**947**	**958**
One or more trips	61%	62%
1 trip	42% b	37%
2 to 3 trips	15%	19% a
4 to 5 trips	3%	3%
6 or more trips	2%	2%
None/No Answer	39%	38%

Q3: In the past year, how many trips have you taken where you used Southwest Florida International airport (Fort Myers) for your air travel?

Airport Used

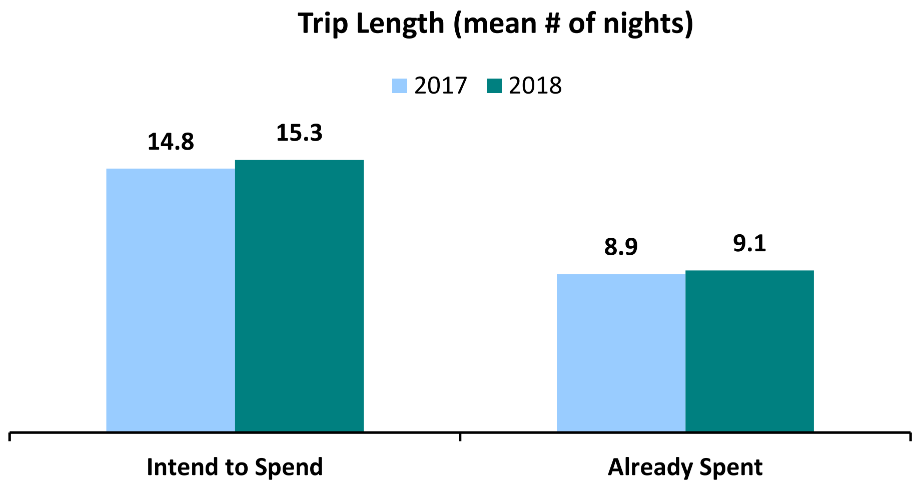
Winter Season	2017	2018
	A	B
Respondents who flew	**683**	**692**
SW Florida Int'l (Fort Myers)	85%	85%
Punta Gorda	6%	6%
Tampa Int'l	3%	3%
Ft. Lauderdale Int'l	2%	2%
Orlando Int'l	1%	2%
Miami Int'l	1%	1%
Other/No Answer	2%	1%

Q2: At which Florida airport did you land?

Trip Profile

Trip Length Mean # of Nights		
Winter Season	2017	2018
	A	B
Total Respondents	947	958
# of Nights Intend to Stay	14.8	15.3
# of Nights Already Spent	8.9	9.1

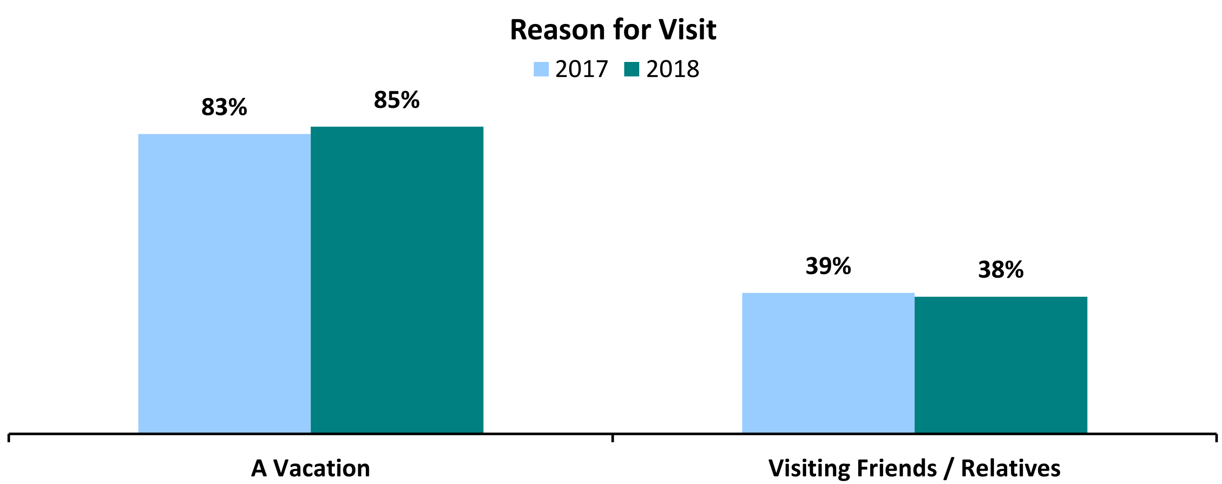
Q12. How many nights in total do you intend to stay in either this town or city or the immediate surrounding area on this trip?
Q13. How many nights have you already spent in this area on this trip?



Trip Profile

Reason(s) for Visit		
Winter Season	2017	2018
	A	B
Total Respondents	**947**	**958**
A Vacation	83%	85%
Visiting Friends/Relatives	39%	38%
Sporting Event(s)	4%	8% a
Personal Business	1%	1%
Other Business Trip	1%	1%
Meeting/Conference/ Convention/Trade Show	1%	1%
Other/No Answer (NET)	4%	4%

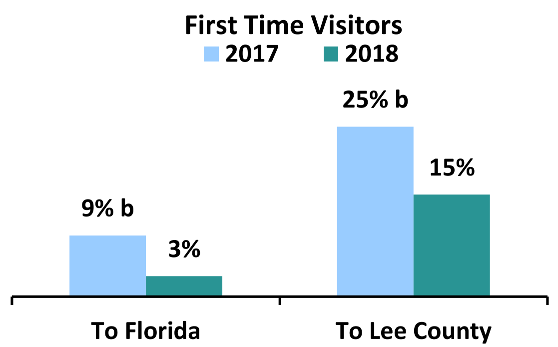
Q11: Did you come to our area for…(Please mark all that apply.)



Trip Profile

First Time Visitors to Lee County								
	Total		Florida Residents		Out-of-State Residents		International Visitors	
Winter Season	**2017**	**2018**	**2017**	**2018**	**2017**	**2018**	**2017**	**2018**
	A	**B**	**A**	**B**	**A**	**B**	**A**	**B**
Total Respondents	**947**	**958**	**8****	**4****	**609**	**818**	**149**	**92**
First-time visitor	25% b	15%	N/A	N/A	21% b	15%	38% b	20%
Repeat visitor	73%	82% a	N/A	N/A	78%	83% a	58%	78% a
No Answer	2%	2%	N/A	N/A	1%	2%	4%	2%

Q15: Is this your first visit to Lee County?
**Note: Small sample size (N<70). Please interpret results with caution.*
***N/A: Insufficient number of responses for statistical analysis (N<30).*



First Time Visitors to Florida		
Winter Season	**2017**	**2018**
Total Respondents	**947**	**958**
	A	**B**
Yes, first-time visitor	9% b	3%
No	89%	93% a
No answer	2%	4% a
*FL Residents**	1%	<1%

Q14: Is this your first visit to Florida?
**Florida residents are shown as a proportion of total visitor interviews conducted, though FL residents are not asked this question .*

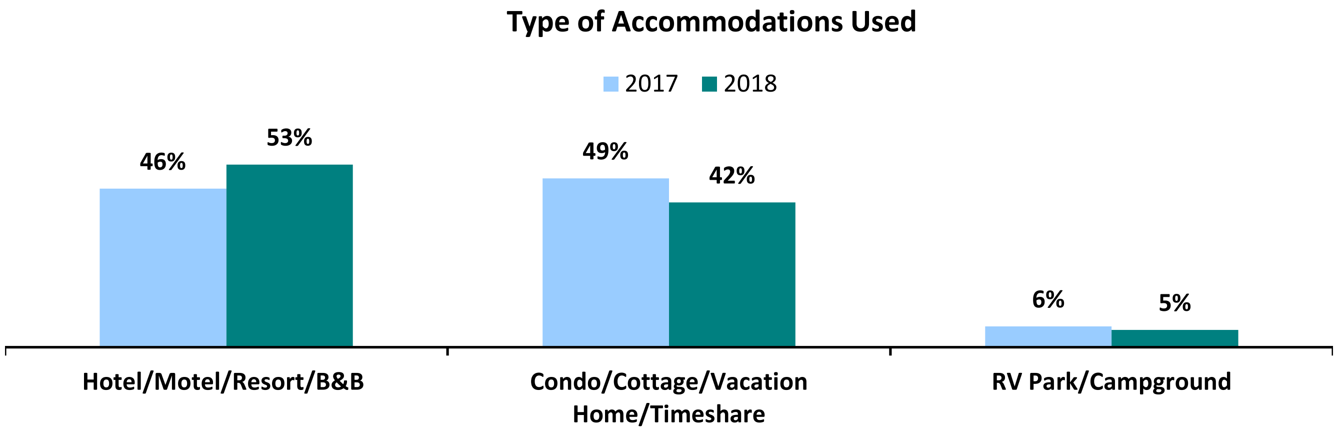
Previous Visits in Five Years		
Winter Season	**Mean # of Visits to Lee County**	
	2017	**2018**
	A	**B**
Base: Repeat Visitors	**694**	**788**
Number of visits	4.9	5.5

Q16: Over the past five (5) years, how many times have you visited Lee County?

Trip Profile

Type of Accommodations Used		
Winter Season	2017	2018
	A	B
Total respondents staying in paid accommodations	**581**	**608**
Hotel/Motel/Resort/B&B (NET)	**46%**	**53% a**
At a hotel/motel/historic inn	28%	36% a
At a resort	17%	17%
At a Bed and Breakfast	<1%	<1%
Condo/Cottage/Vacation Home/Timeshare (NET)	**49% b**	**42%**
RV Park/Campground (NET)	**6%**	**5%**

Q20: Are you staying overnight (either last night or tonight):



Trip Profile

Community Staying In		
Winter Season	2017	2018
	A	B
Total respondents	**947**	**958**
Fort Myers	20%	23%
Sanibel Island	22%	22%
Fort Myers Beach	18%	18%
Cape Coral	15%	12%
Bonita Springs	4%	5%
North Fort Myers	3%	4%
Estero	3%	2%
Captiva Island	1%	1%
Lehigh Acres	1%	1%
Pine Island	<1%	1%
Boca Grande/Outer Islands	<1%	--
None/Not Staying Overnight	5%	5%
No Answer	7%	6%

Q31. In which community are you spending the most nights for your accommodations during this visit in the Fort Myers/Sanibel area?

Community Staying In				
Winter Season	2017		2018	
Accommodations:	Paid	Unpaid	Paid	Unpaid
	A	B	C	D
Total respondents	**581**	**332**	**608**	**332**
Fort Myers	18%	25% a	18%	34% bc
Sanibel Island	33% b	6%	31% d	5%
Fort Myers Beach	21% b	15%	22% d	11%
Cape Coral	12%	23% ad	11%	14%
Bonita Springs	3%	6% a	4%	8% c
North Fort Myers	3%	5%	2%	5% c
Estero	3%	3%	2%	3%
Captiva Island	2%	--	2%	1%
Lehigh Acres	1%	3% a	1%	2%
Pine Island	<1%	<1%	1%	1%
Boca Grande/Outer Islands	--	1%	<1%	<1%
None/Not Staying Overnight	1%	2%	2%	7% bc
No Answer	5%	10% a	5%	8%

Trip Profile

Quality of Accommodations		
Winter Season	2017	2018
	A	B
Total respondents staying in paid accommodations	**581**	**608**
Far exceeded/Exceeded expectations	34%	32%
Met your expectations	60%	59%
Did not meet/Far below expectations	3%	6% a
No Answer	3%	3%

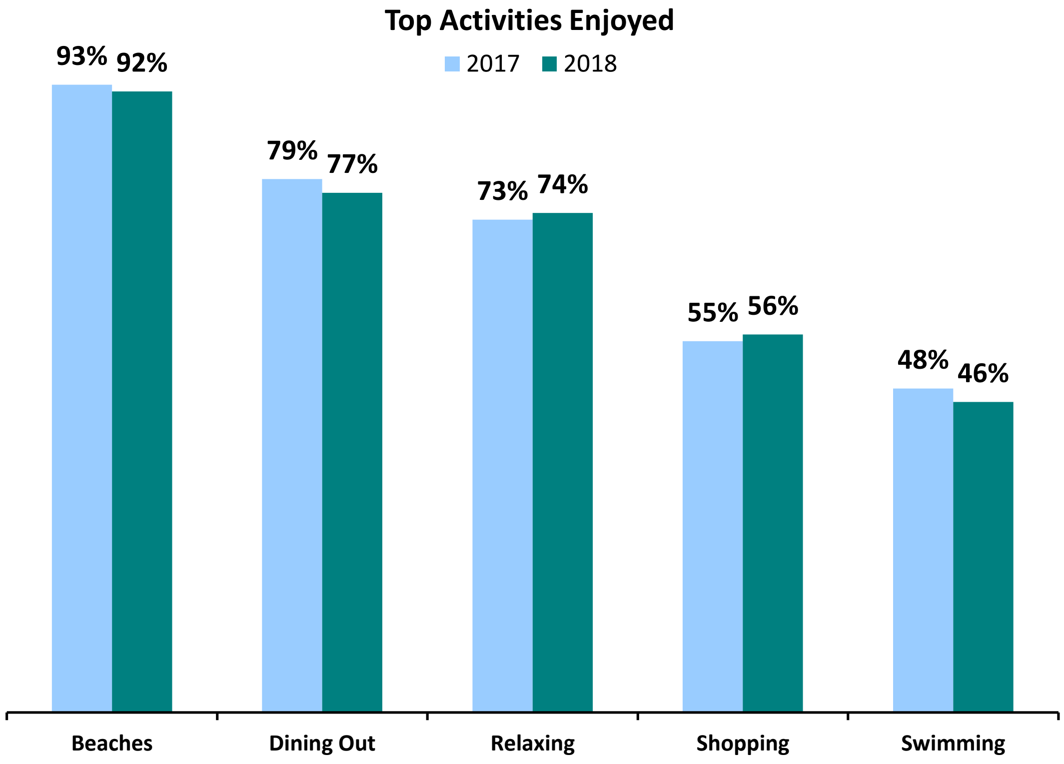
Q21: How would you describe the quality of your accommodations? Do you feel they:

Ratings by Subgroup	First-Timers		Repeaters		U.S. Residents		International Residents	
Winter Season	2017	2018	2017	2018	2017	2018	2017	2018
	A	B	A	B	A	B	A	B
Total respondents staying in paid accommodations	**150**	**104**	**423**	**490**	**469**	**532**	**101**	**51**
Far exceeded/Exceeded expectations	29%	34%	36%	32%	37%	34%	22%	20%
Met your expectations	62%	59%	59%	59%	57%	59%	71%	63%
Did not meet/Far below expectations	1%	5%	4%	6%	4%	5%	1%	14% a
No Answer	8% b	2%	1%	3%	2%	3%	6%	4%

Trip Activities

Activities Enjoyed		
Winter Season	2017	2018
	A	B
Total Respondents	**947**	**958**
Beaches	93%	92%
Dining Out	79%	77%
Relaxing	73%	74%
Shopping	55%	56%
Swimming	48%	46%
Visiting Friends/Relatives	42%	43%
Sightseeing	33%	38% a
Shelling	33%	33%
Watching Wildlife	23%	25%
Bicycle Riding	23%	24%
Attractions	18%	21%
Exercise/Working Out	20%	20%
Bars/Nightlife	16%	20% a
Golfing	19%	18%
Photography	13%	15%
Sporting Event	11%	14% a
Boating	13%	13%
Birdwatching	14%	12%
Fishing	11%	12%
Kayaking / Canoeing	8%	8%
Miniature Golf	5%	8% a
Guided Tour	5%	8% a
Cultural Events	6%	7%
Tennis	3%	4%
Parasailing/Jet Skiing	3%	2%
Scuba Diving/Snorkeling	2%	2%
Other	4%	3%
No Answer	1%	1%

Q23: What activities or interests are you enjoying while in Lee County?
(Please mark ALL that apply.)



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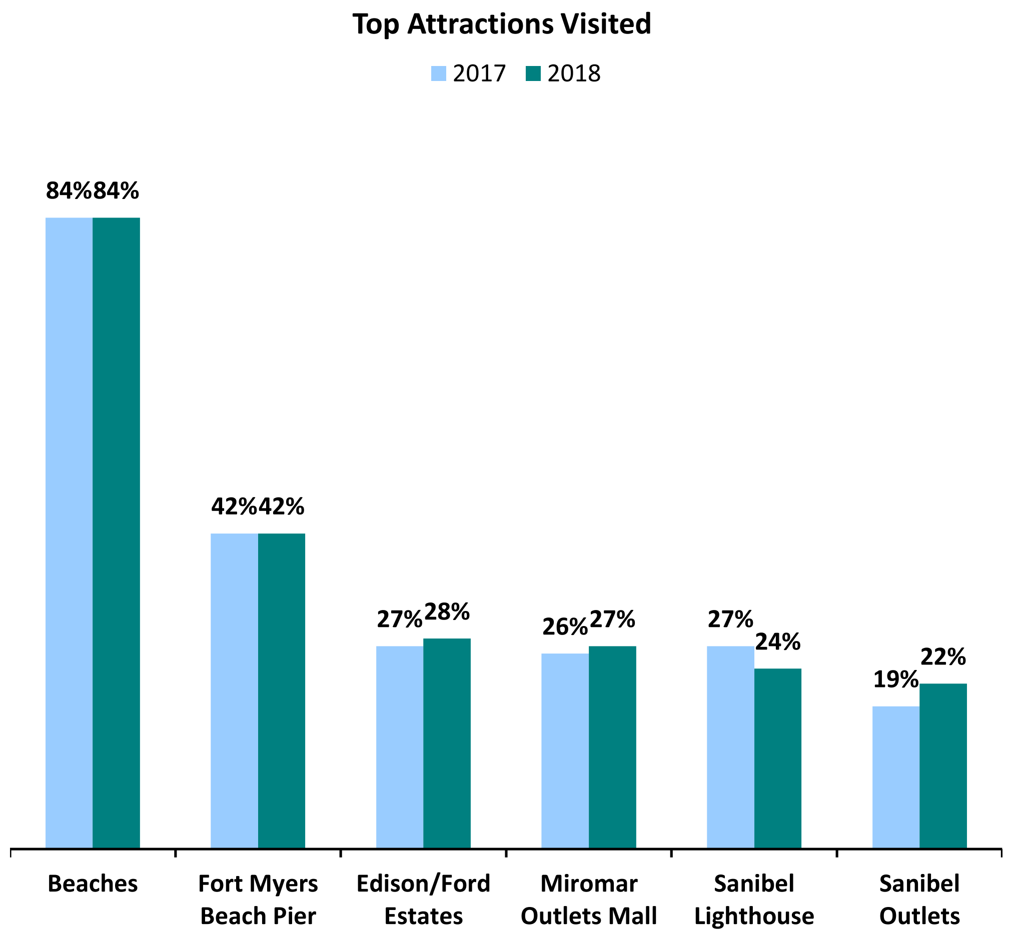
Trip Activities

Attractions Visited		
Winter Season	2017	2018
	A	B
Total Respondents	**947**	**958**
Beaches	84%	84%
Fort Myers Beach Pier	42%	42%
Edison/Ford Estates	27%	28%
Miromar Outlets Mall	26%	27%
Sanibel Lighthouse	27%	24%
Sanibel Outlets	19%	22%
Ding Darling National Wildlife Refuge	16%	15%
Bell Tower Shops	12%	14%
Periwinkle Place	10%	12%
Manatee Park	7%	10% a
Gulf Coast Town Center	9%	9%
Shell Factory and Nature Park	11% b	8%
Coconut Point Mall	9%	8%
Barbara B. Mann Performing Arts Hall	2%	3%
Bailey-Matthews Shell Museum	5% b	2%
Broadway Palm Dinner Theater	3%	2%
Other	7%	8%
None/No Answer (NET)	6%	6%

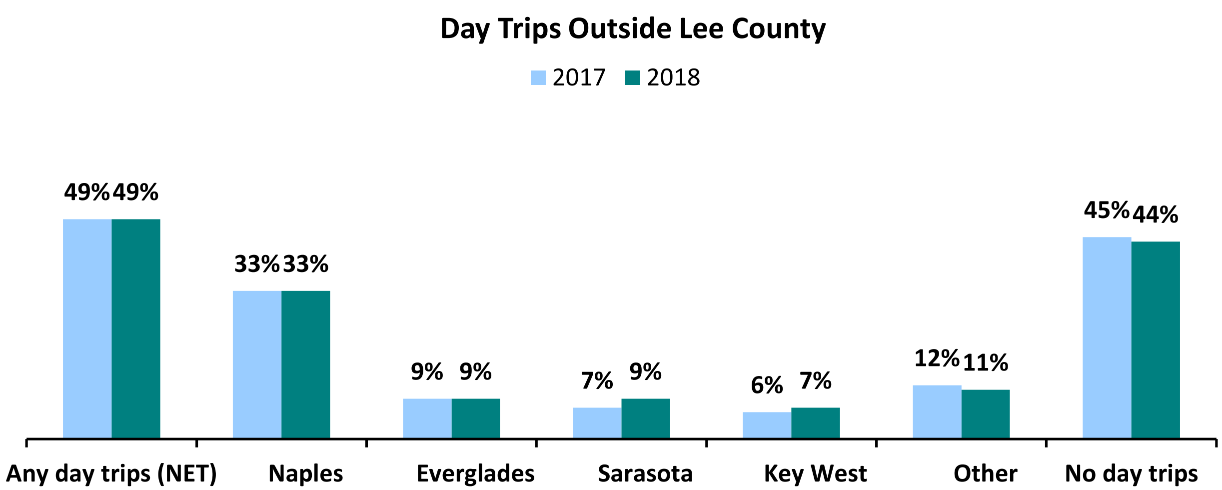


Q24: On this trip, which attractions are you visiting? *(Please mark ALL that apply.)*

Trip Activities

Day Trips Outside Lee County		
Winter Season	**2017**	**2018**
	A	**B**
Total Respondents	**947**	**958**
Any day trips (NET)	49%	49%
Naples	33%	33%
Everglades	9%	9%
Sarasota	7%	9%
Key West	6%	7%
Other	12%	11%
No day trips	45%	44%
No Answer	13% b	7%

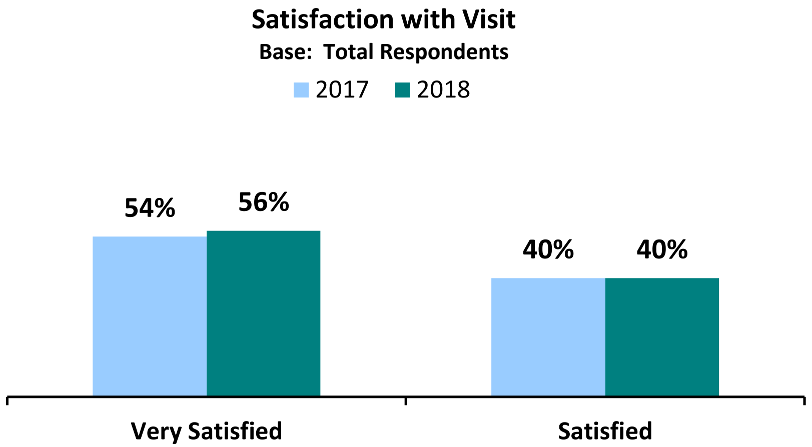
Q25: Where did you go on day trips outside Lee County?



Lee County Experience

Satisfaction with Visit		
	Total Respondents	
Winter Season	**2017**	**2018**
	A	**B**
Total Respondents	**947**	**958**
Very Satisfied/Satisfied	94%	96% a
Very Satisfied	*54%*	*56%*
Satisfied	*40%*	*40%*
Neither	1%	*1%*
Dissatisfied/Very Dissatisfied	<1%	*<1%*
Don’t know/no answer	4%	*3%*

Q28: How satisfied are you with your stay in Lee County?

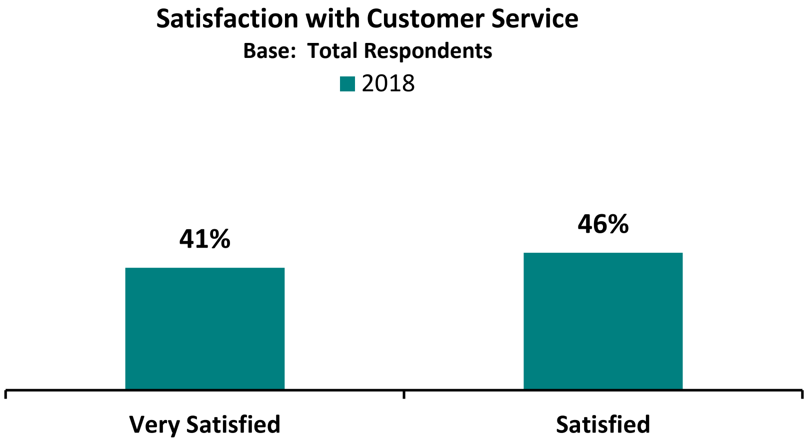


Ratings by Subgroup								
	First-Timers		Repeaters		U.S. Residents		International Residents	
Winter Season	**2017**	**2018**	**2017**	**2018**	**2017**	**2018**	**2017**	**2018**
	A	**B**	**A**	**B**	**A**	**B**	**A**	**B**
Total Respondents	**237**	**147**	**694**	**788**	**781**	**822**	**149**	**92**
Very Satisfied/Satisfied	94%	94%	95%	96%	95%	96%	93%	96%
Very Satisfied	39%	46%	60%	58%	58%	57%	38%	51% a
Satisfied	55%	48%	35%	38%	37%	38%	55%	45%

Lee County Experience

Satisfaction with Customer Service	
Winter Season	2018*
Total Respondents	**958**
Very Satisfied/Satisfied	87%
Very Satisfied	*41%*
Satisfied	*46%*
Neither	*5%*
Dissatisfied/Very Dissatisfied	--
Don't know/no answer	*7%*

Q29: How satisfied are you with the customer service you received while visiting Lee County?
**This question was added in January 2018, so prior year (2017) data is not available.*



Ratings by Subgroup

	First-Timers	Repeaters	U.S. Residents	International Residents
Winter Season	**2018**	**2018**	**2018**	**2018**
Total Respondents	**147**	**788**	**822**	**92**
Very Satisfied/Satisfied	89%	87%	88%	87%
Very Satisfied	42%	41%	42%	45%
Satisfied	47%	46%	46%	42%

Future Plans

Likelihood to Recommend/Return to Lee County		
Winter Season	2017	2018
	A	B
Total Respondents	**947**	**958**
Likely to Recommend Lee County	92%	91%
Likely to Return to Lee County	93%	94%
Base: Total Respondents Planning to Return	**860**	**820**
Likely to Return Next Year	63%	72% a

Q27: Would you recommend Lee County to A friend over other vacation areas in Florida?
Q32: Will you come back to Lee County?
Q32_1: Will you come back next year?

Likelihood to Recommend/Return to Lee County by Subgroup								
	First-Timers		Repeaters		U.S. Residents		International Residents	
Winter Season	2017	2018	2017	2018	2017	2018	2017	2018
	A	B	A	B	A	B	A	B
Total Respondents	**237**	**147**	**694**	**788**	**781**	**822**	**149**	**92**
Likely to Recommend Lee County	89%	82%	92%	92%	91%	92%	93%	86%
Likely to Return to Lee County	86%	88%	95%	95%	93%	95%	92%	90%
Base: Total Respondents Planning to Return	**199**	**114**	**647**	**686**	**714**	**710**	**134**	**80**
Likely to Return Next Year	34%	35%	72%	78% a	64%	73% a	60%	57%

Note: Respondents who did not answer the questions regarding future intent to visit are excluded when calculating percentages.

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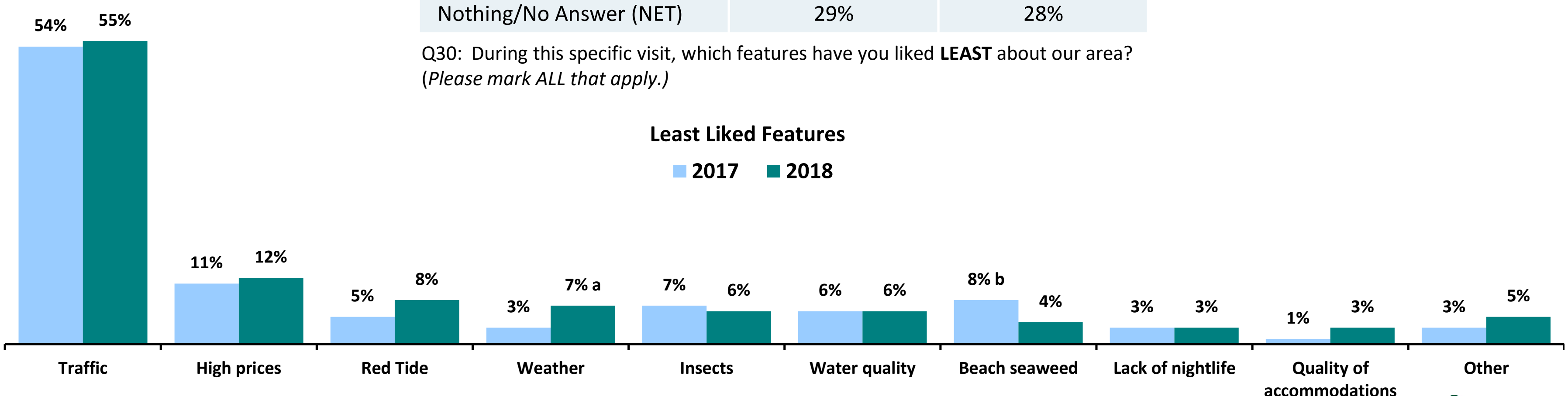
Trip Activities

Least Liked Features		
Winter Season	**2017**	**2018**
	A	**B**
Total Respondents	**947**	**958**
Traffic	54%	55%
High prices	11%	12%
Red Tide	5%	8% a
Weather	3%	7% a
Insects	7%	6%
Water quality	6%	6%
Beach seaweed	8% b	4%
Lack of nightlife	3%	3%
Quality of accommodations	1%	3% a
Other	3%	5% a
Nothing/No Answer (NET)	29%	28%

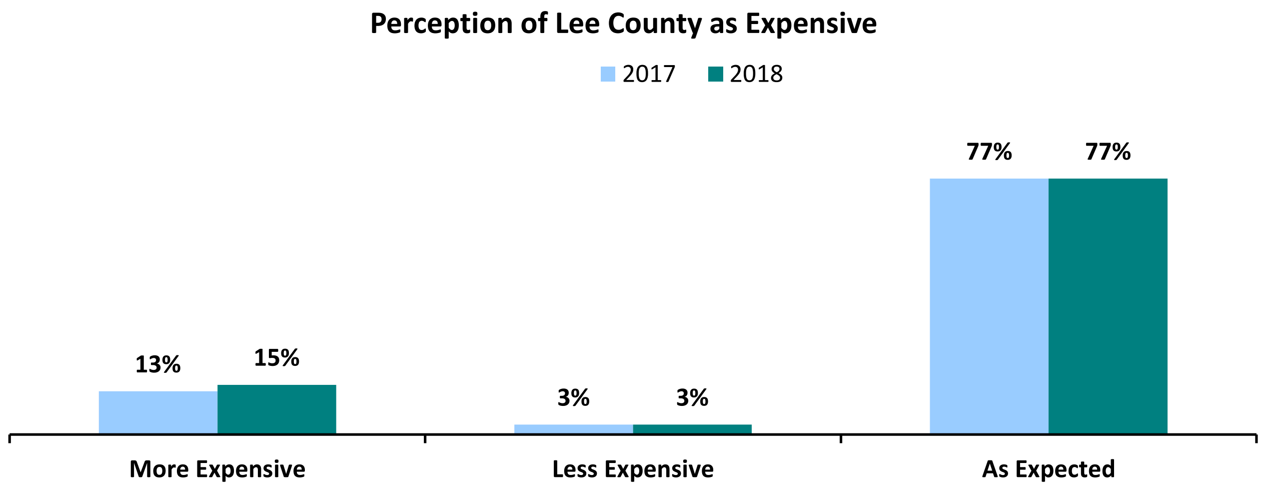
Q30: During this specific visit, which features have you liked **LEAST** about our area? (*Please mark ALL that apply.)*



Trip Activities

Perception of Lee County as Expensive		
Winter Season	2017	2018
	A	B
Total Respondents	**947**	**958**
More Expensive	13%	15%
Less Expensive	3%	3%
As Expected	77%	77%
Don't know/No Answer (NET)	7%	5%

Q26: From your experience, would you say that our area is more expensive, less expensive, or as expensive as you had expected?



Visitor and Travel Party Demographic Profile

Visitor Demographic Profile

Winter Season	2017	2018
	A	B
Total Respondents	**947**	**958**
Age of respondent (mean)	55.7	56.9
Annual household income (mean)	$99,859	$105,200
Marital Status		
Married	74%	76%
Single	11%	10%
Other	12%	11%

Q35: What is your age, please?
Q37.: What is your total annual household income before taxes?
Q34: Are you: Married/Single/Other

Travel Party

Winter Season	2017	2018
	A	B
Total Respondents	**947**	**958**
Couple	48%	49%
Family	21%	28% a
Group of couples/friends	15% b	10%
Single	10%	9%
Mean travel party size	2.7	3.0
Mean adults in travel party	2.4	3.3

Q17: On this trip, are you traveling:
Q18: Including yourself, how many people are in your immediate travel party?

Travel Parties with Children

Winter Season	2017	2018
	A	B
Total Respondents	**947**	**958**
Traveling with any Children (net)	13%	24% a
Any younger than 6	6%	9% a
Any ages 6-11	6%	12% a
Any 12-17 years old	5%	12% a
No Children	87% b	74%

Q19: How many of those people are:
Younger than 6 years old/ 6-11 years old/ 12-17 years old/ Adults

Visitor Origin and Visitation Estimates

Total Visitation					
	%		Visitor Estimates		
Winter Season	**2017**	**2018**	**2017**	**2018**	**% Change**
Paid Accommodations	55%	58%	728,209	789,270	8.4%
Friends/Relatives	45%	42%	595,032	577,815	-2.9%
Total Visitation			**1,323,241**	**1,367,085**	**3.3%**

Visitors Staying in Paid Accommodations					
	%		Visitor Estimates		Direction of Change
Winter Season	**2017**	**2018**	**2017**	**2018**	
Country of Origin					
United States	82%	90%	599,175	708,080	+
Canada	12%	7%	88,152	58,563	-
Germany	2%	1%	17,886	10,648	-
UK	2%	<1%	12,776	2,662	-
Scandinavia	1%	<1%	6,388	2,662	-
Other International	<1%	1%	3,834	6,655	+

U.S. Region of Origin	2017	2018	2017	2018	Direction of Change
Florida	1%	1%	4,657	3,631	-
South (including Florida)	13%	14%	79,166	101,673	+
Midwest	52%	57%	312,006	404,877	+
Northeast	30%	26%	180,063	187,006	+
West	4%	2%	23,284	14,525	-

Winter 2018 Top DMAs (Paid Accommodations)		
Minneapolis-Saint Paul	9%	63,546
New York	7%	47,205
Chicago	5%	38,127
Philadelphia	4%	30,865
Detroit	4%	30,865
Indianapolis	4%	29,049
Boston (Manchester, NH)	4%	27,234
Cleveland-Akron (Canton)	4%	25,418
Cincinnati	3%	19,971
Dayton	3%	19,971
Washington D.C.	3%	18,156

Note: The percentage of visitors by origin market is based on data collected from visitors in the Visitor Profile Survey. Respondents who did not answer the area of residence questions are excluded when calculating the 2018 percentages.

Occupancy Data Analysis

Winter 2018

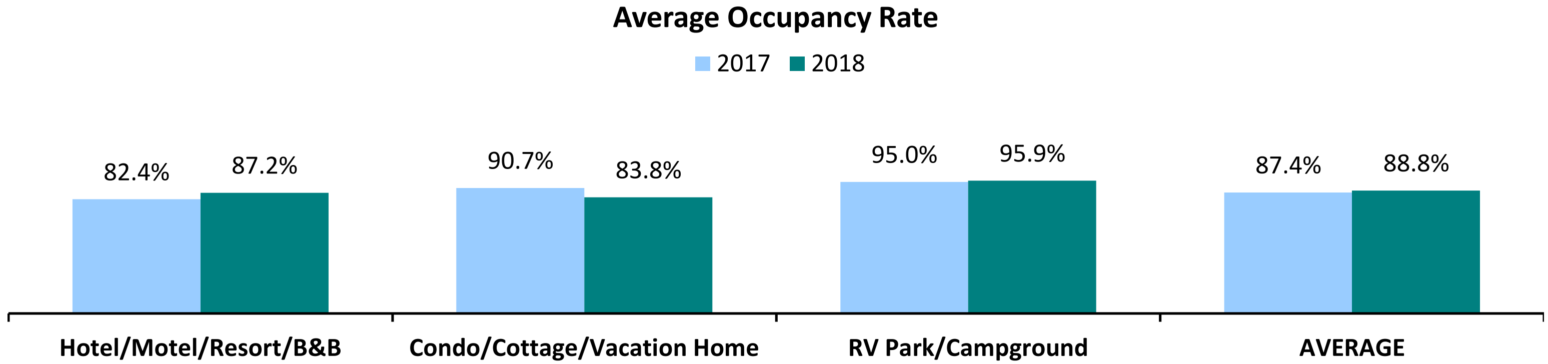
For the 2018 winter season, property managers were interviewed in April 2018 to provide data for each specific month of the season (January, February, and March 2018).

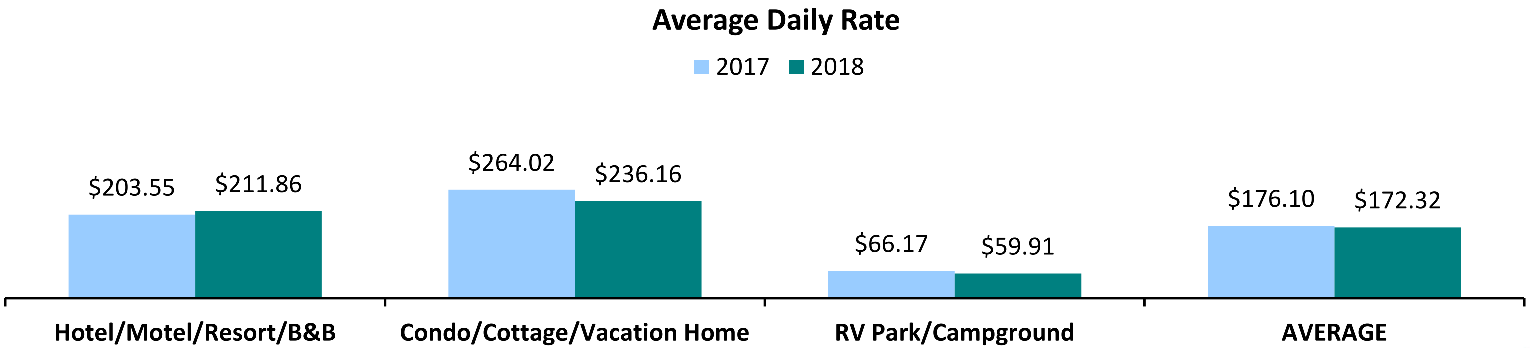
For the 2017 winter season, property managers were interviewed in April 2017 to provide data for each specific month of the season (January, February, and March 2017).

Occupancy/Daily Rates

Winter Season	Average Occupancy Rate			Average Daily Rate			RevPAR		
	2017	**2018**	**% Change**	**2017**	**2018**	**% Change**	**2017**	**2018**	**% Change**
Hotel/Motel/Resort/B&B	82.4%	87.2%	5.8%	$203.55	$211.86	4.1%	$167.65	$184.67	10.2%
Condo/Cottage/Vacation Home	90.7%	83.8%	-7.6%	$264.02	$236.16	-10.5%	$239.45	$197.86	-17.4%
RV Park/Campground	95.0%	95.9%	0.9%	$66.17	$59.91	-9.5%	$62.88	$57.45	-8.6%
AVERAGE	**87.4%**	**88.8%**	**1.6%**	**$176.10**	**$172.32**	**-2.1%**	**$153.97**	**$153.03**	**-0.6%**

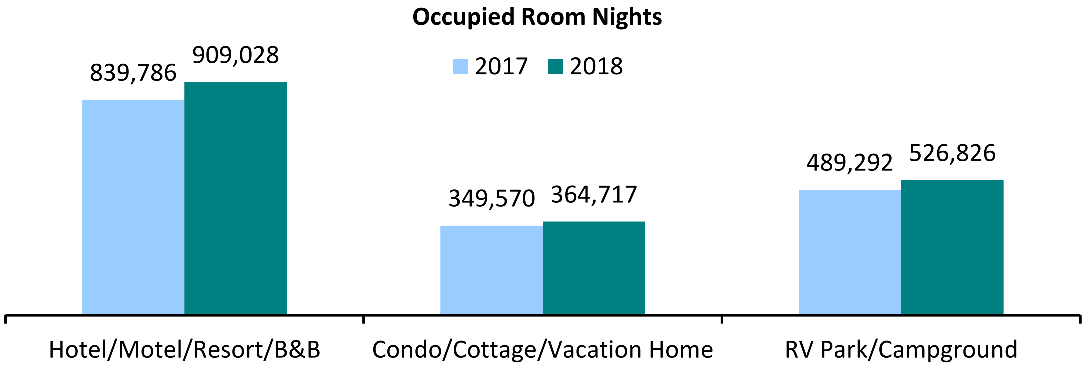
Q16: What was your overall average occupancy rate for the month of [January/February/March]?
Q17: What was your average daily rate (ADR) in [January/February/March]?

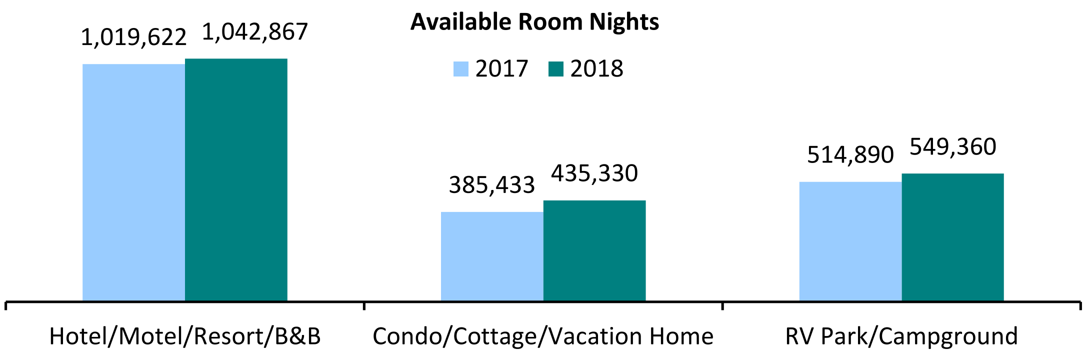




Room/Unit/Site Nights

Winter Season	Occupied Room Nights			Available Room Nights		
	2017	**2018**	**% Change**	**2017**	**2018**	**% Change**
Hotel/Motel/Resort/B&B	839,786	909,028	8.2%	1,019,622	1,042,867	2.3%
Condo/Cottage/Vacation Home	349,570	364,717	4.3%	385,433	435,330	12.9%
RV Park/Campground	489,292	526,826	7.7%	514,890	549,360	6.7%
Total	**1,678,648**	**1,800,571**	**7.3%**	**1,919,945**	**2,027,557**	**5.6%**



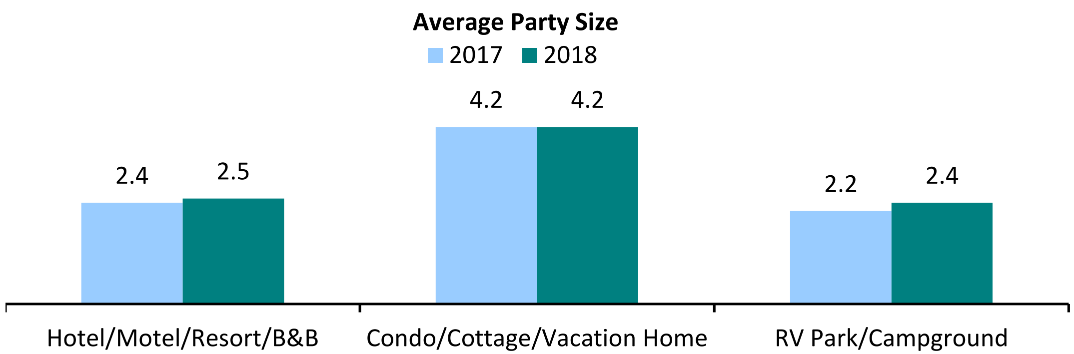


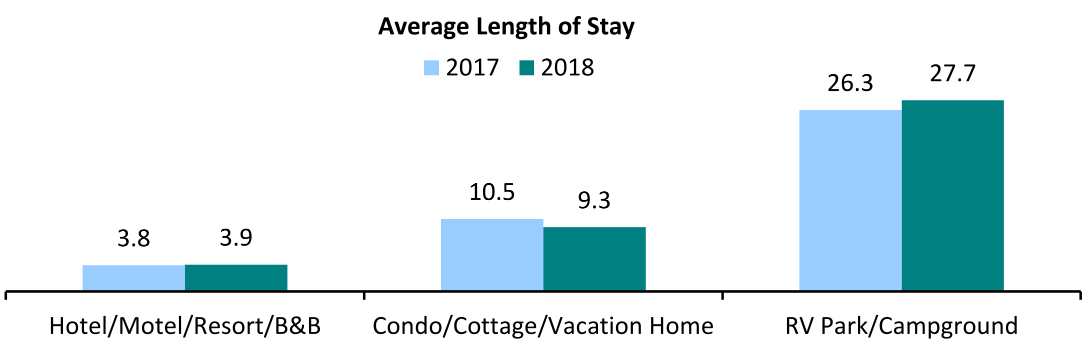
Average Party Size and Length of Stay

	Average Party Size			Average Length of Stay		
Winter Season	**2017**	**2018**	**% Change**	**2017**	**2018**	**% Change**
Hotel/Motel/Resort/B&B	2.4	2.5	2.1%	3.8	3.9	3.9%
Condo/Cottage/Vacation Home	4.2	4.2	-0.6%	10.5	9.3	-10.9%
RV Park/Campground	2.2	2.4	6.6%	26.3	27.7	5.6%
Average	**2.8**	**2.8**	**1.9%**	**6.3**	**6.4**	**0.8%**

Q18: What was your average number of guests per room/site/unit in [January/February/March]?
Q19: What was the average length of stay (in nights) of your guests in [January/February/March]?

Note: Year-over-year percent change is calculated using unrounded figures for estimated average party size and length of stay.

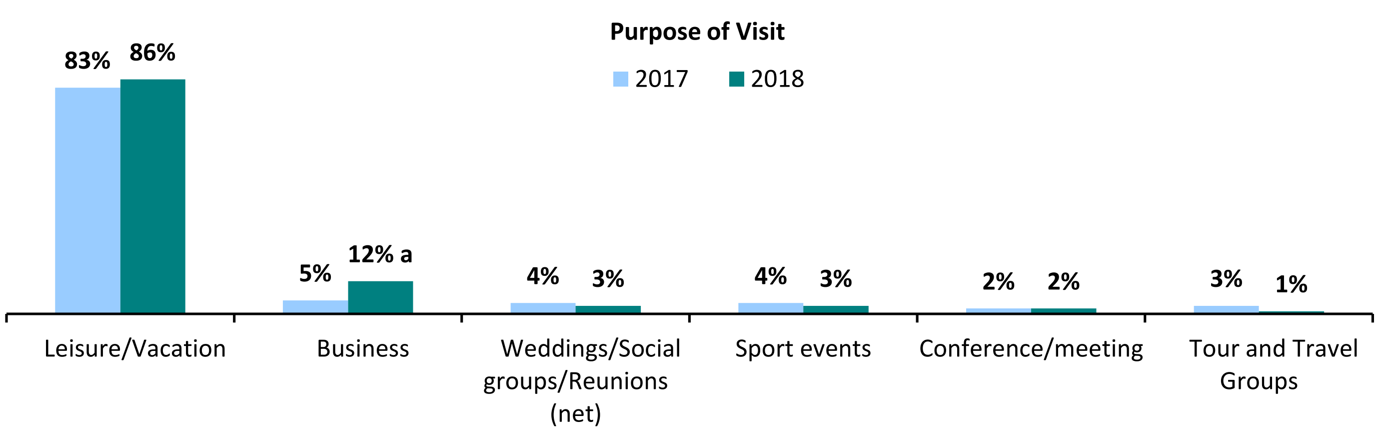




Lodging Management Estimates

Guest Profile		
Winter Season	2017	2018
	A	B
Total Number of Responses	**95**	**121**
Purpose of Visit		
Leisure/Vacation	83%	86%
Business	5%	12% a
Weddings/Social groups/Reunions (net)	4%	3%
Sport events	4%	3%
Conference/meeting	2%	2%
Tour and Travel Groups	3%	1%

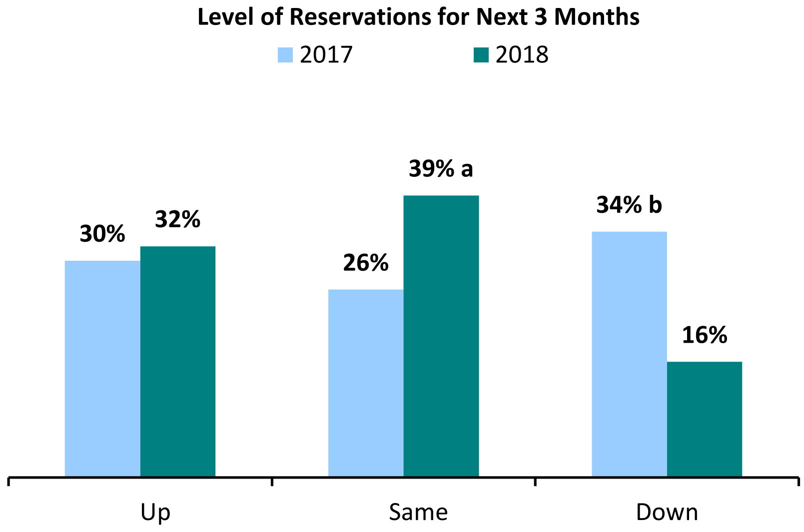
Q22: What percent of your [January/February/March] room/site/unit occupancy do you estimate was generated by:



Occupancy Barometer

Level of Reservations for Next 3 Months Compared to Last Year		
Winter Season	**2017**	**2018**
	A	**B**
Total Respondents	**102**	**135**
Up/Same (net)	57%	71% a
Up	30%	32%
Same	26%	39% a
Down	34% b	16%

Q24: Compared to April, June, and July of [prior year], is your property's total level of reservations up, the same or down for April, June, and July of [current year]?



THE BEACHES OF FORT MYERS AND SANIBEL

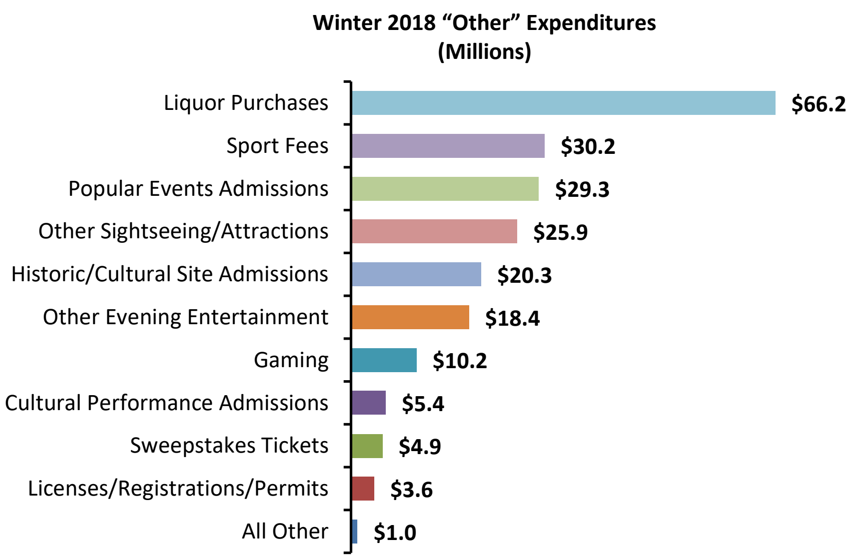
Economic Impact Analysis
Winter 2018

Davidson Peterson Associates

Total Visitor Expenditures by Spending Category

TOTAL EXPENDITURES			
Winter Season	**2017**	**2018**	**% Change**
TOTAL	$1,147,333,009	$1,191,982,054	3.9%
Lodging Accommodations	$295,609,129	$310,282,844	5.0%
Food and Beverages	$284,241,729	$297,661,359	4.7%
Shopping	$264,488,548	$264,895,052	0.2%
Ground Transportation	$101,228,351	$103,684,422	2.4%
Other	$201,765,252	$215,458,377	6.8%

(Note: Other includes the categories detailed below.)



(Note: The sum of the numbers in the chart may not match the "other" row in the table above due to rounding.)

THE BEACHES OF FORT MYERS AND SANIBEL

Total Visitor Expenditures by Lodging Type

TOTAL EXPENDITURES						
	Staying Paid Accommodations			Visiting Friends and Relatives/Day Trippers		
Winter Season	2017	2018	% Change	2017	2018	% Change
TOTAL	$851,964,885	$888,094,155	4.2%	$295,368,124	$303,887,899	2.9%
Lodging Accommodations	$295,609,129	$310,282,844	5.0%	$0	$0	
Food and Beverages	$182,405,292	$192,030,699	5.3%	$101,836,437	$105,630,660	3.7%
Shopping	$170,705,865	$173,181,765	1.5%	$93,782,683	$91,713,287	-2.2%
Ground Transportation	$71,117,286	$72,821,183	2.4%	$30,111,065	$30,863,239	2.5%
Other	$132,127,313	$139,777,664	5.8%	$69,637,939	$75,680,713	8.7%

"Other " includes the following categories:

- Liquor Purchases
- Other Sightseeing/Attractions
- Historic/Cultural Site Admissions
- Popular Events Admissions
- Sports Fees
- Other Evening Entertainment
- Gaming
- Cultural Performance Admissions
- Licenses/Registrations/Permits
- Sweepstakes Tickets
- All Other

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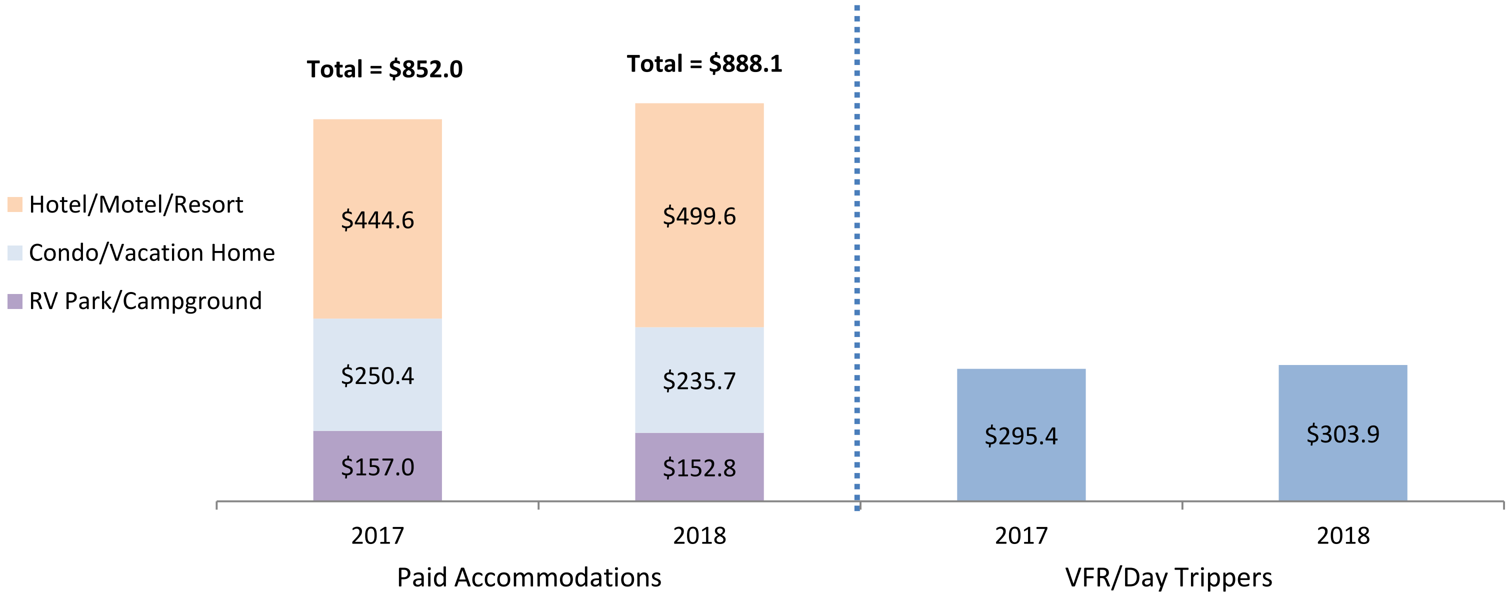
Total Visitor Expenditures by Lodging Type

Total Expenditures by Lodging Type					
Winter Season	**2017**	**2018**	**% Change**	**2017**	**2018**
TOTAL	$1,147,333,009	$1,191,982,054	3.9%	100%	100%
Visiting Friends & Relatives/Day Trippers	$295,368,124	$303,887,899	2.9%	26%	25%
Paid Accommodations	$851,964,885	$888,094,155	4.2%	74%	75%
Hotel/Motel/Resort/B&B	$444,581,992	$499,578,458	12.4%	39%	42%
Condo/Cottage/Vacation Home	$250,376,398	$235,747,146	-5.8%	22%	20%
RV Park/Campground	$157,006,495	$152,768,551	-2.7%	14%	13%

Expenditures by Lodging Type (Millions)



Direct and Indirect Impact of Visitor Expenditures

Estimated total visitor expenditures (detailed in 16 expense categories) are entered into an input/output model designed specifically for Lee County. This model classifies the visitor expenditure dollars by industry and identifies how the dollars move through the County economy. This Regional Input-Output Model is based on an economic model designed by the Federal Government, but it is modified using County Business Patterns to reflect how the economy of Lee County actually works.

In the text and figures which follow to describe the impact of visitor expenditures on Lee County, both direct and total impacts are mentioned.

DIRECT IMPACTS

Economic benefits due directly to visitor expenditures.

For example, when visitor expenditures pay the salary and benefits for A hotel desk clerk, that amount would be considered in the direct impact for both jobs and income.

TOTAL IMPACTS

Total impacts are the sum of direct and indirect impacts.

Indirect impacts are the additional economic benefits supported during additional rounds of spending.

For example, the front desk clerk pays income tax and property tax which are an indirect result of visitor expenditures. The front desk clerk also pays his/her utility bills, buys food for his/her family, shops for gifts, etc. Those dollars create the indirect impact of the initial traveler expenditures through many additional rounds of spending in the economy.

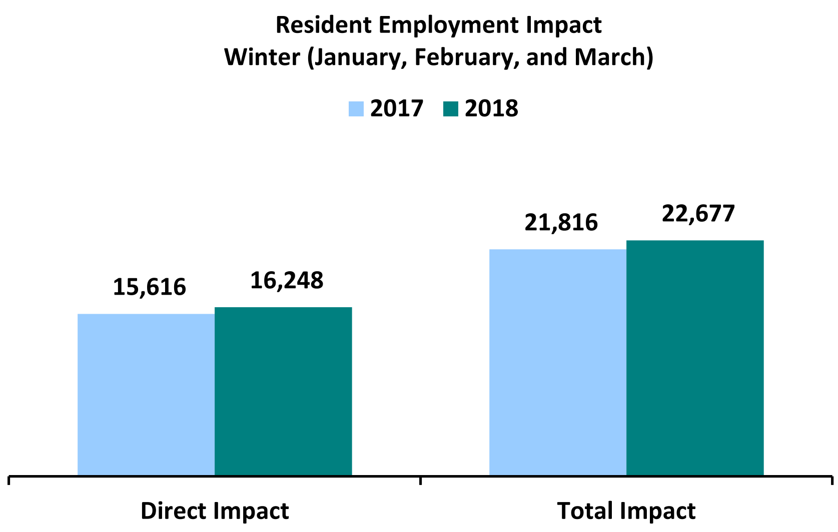
Impact on Jobs for Lee County Residents

In order to produce the output (food, lodging, entertainment, etc.) purchased by visitors, businesses have to employ people.

The number of jobs necessary to produce what is purchased with visitor expenditures is the employment impact of the visitor expenditures.

<u>Direct employment</u> includes the number of employees necessary to produce the direct output purchased with the visitor expenditures.

<u>Total employment</u> includes the number of employees necessary to produce the direct output purchased with the visitor expenditures <u>PLUS</u> the employees necessary to produce additional output purchased with the recirculation of money in Lee County. For example, wages paid to a hotel desk clerk are then used to purchase food and services for that employee, leading to additional supported jobs (grocery store proprietor, auto mechanic, etc.).



Impact on Household Income for Lee County Residents

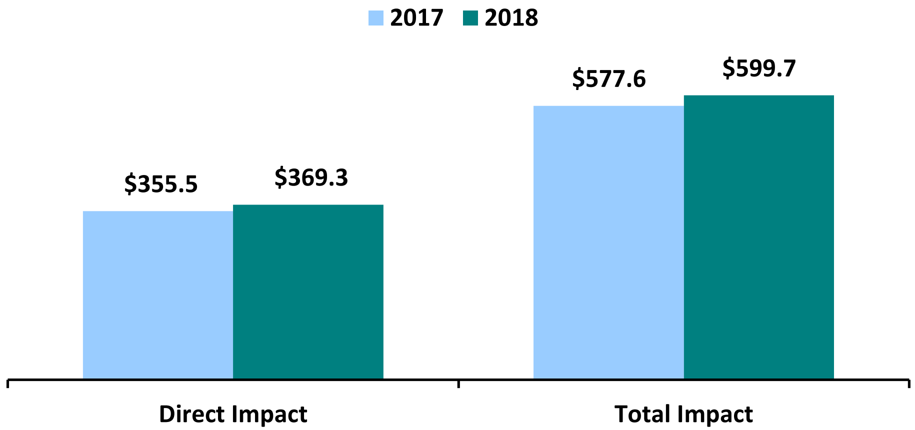
As stated earlier, in order to produce the output (food, lodging, entertainment, etc.) purchased by visitors, businesses have to employ people. This requires business owners to pay wages and salaries to their employees, and also includes proprietary income for the business owner in some cases.

The wages and salaries paid in order to produce what is purchased with visitor expenditures is the household income impact of the visitor expenditures.

Direct household income impact includes the direct wages and salaries paid in order to produce the goods and services purchased with the visitor expenditures.

Total household income includes the wages and salaries paid in order to produce the goods and services purchased with the visitor expenditures PLUS the wages and salaries necessary to produce the additional output purchased with the recirculation of money in Lee County. For example, wages brought home by a hotel desk clerk are then used to purchase food and services for that person and his/her family, leading to additional wages and salaries being paid to others (grocery store employee, utility crews, etc.).

Resident Household Income Impact (Millions $)
Winter (January, February, and March)



THE BEACHES OF FORT MYERS AND SANIBEL

Impact on State and Local Government Revenues

In producing and selling any goods and services purchased by visitors, both local and state revenues are collected by local and state governments.

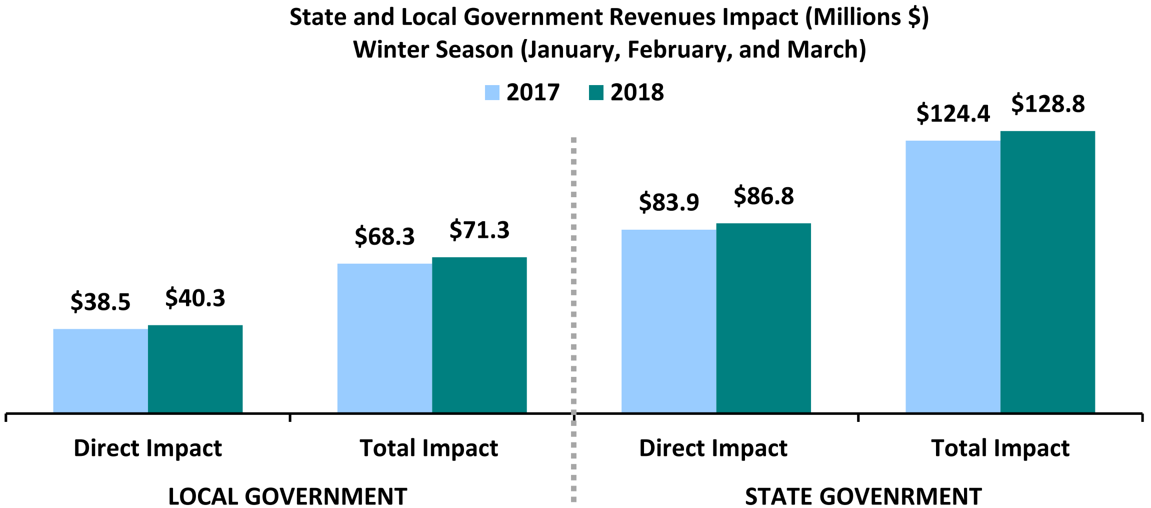
The gross government revenues accruing to governments as a result of producing the output purchased with visitor expenditures is the government revenue impact.

Local government revenue impact is a result of revenues provided to the local (Lee County) government. This includes the bed tax, local property tax, any local-option sales tax, and any operating income for local government agencies.

State government revenue impact is a result of revenues provided to the Florida state government. This includes sales tax and any operating income for state government agencies.

The following are included in government revenues as appropriate for the local area; gasoline taxes, vehicle licenses and registrations, boat registrations, hunting and fishing licenses, liquor taxes, local and state park user fees, etc.

Tax ratios used to calculate these government revenue impacts are adjusted to conform to data reported in State and Local Government Finance Data (SLGF, Bureau of the Census).



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Appendix

Winter 2018

January 2018 Interviewing Statistics

City	Event/Location	Interviewing Dates	Number of Interviews
Fort Myers	RSW Airport	1/8/18	28
Fort Myers Beach	The Pier	1/10/18	14
Fort Myers Beach	Bel-Air	1/10/18	6
Fort Myers Beach	Best Western PLUS Beach Resort	1/10/18	8
Fort Myers Beach	Windward Passage	1/10/18	7
Sanibel	Sanibel Moorings	1/12/18	5
Sanibel	Sanibel Inn	1/12/18	12
Sanibel	Loggerhead Cay	1/12/18	6
Sanibel	Sanibel Arms West	1/12/18	8
Fort Myers	Edison & Ford Winter Estates	1/17/18	24
Fort Myers	RSW - Airport	1/20/18	36
Bonita Springs	Bonita Beach Park	1/23/18	27
Sanibel	Tortuga Beach Resort	1/25/18	8
Sanibel	Sanibel Surfside	1/25/18	8
Sanibel	Pelican Roost	1/25/18	8
Sanibel	Holiday Inn	1/25/18	11
Fort Myers Beach	Neptune Inn	1/26/18	5
Fort Myers Beach	DiamondHead Resort	1/26/18	7
Fort Myers Beach	Estero Island Beach Club	1/26/18	8
Fort Myers Beach	Sunset Celebration	1/26/18	15
Fort Myers	Edison & Ford Winter Estates	1/29/18	20
Fort Myers	Miromar Outlets	1/29/18	24
Fort Myers	Edison & Ford Winter Estates	1/31/18	20
Total			**315**

THE BEACHES OF FORT MYERS AND SANIBEL

February 2018 Interviewing Statistics

City	Event/Location	Interviewing Dates	Number of Interviews
Fort Myers	Miromar Outlets	2/2/18	18
Cape Coral	Cape Coral Yacht Club Beach	2/7/18	29
Fort Myers	Edison & Ford Winter Estates	2/9/18	26
Fort Myers	RSW Airport	2/10/18	36
Fort Myers Beach	The Pier	2/13/18	24
Fort Myers Beach	Estero Island Beach Club	2/13/18	9
Fort Myers Beach	Neptune Inn	2/13/18	7
Sanibel	Loggerhead Cay	2/15/18	8
Sanibel	Sanibel Inn	2/15/18	12
Sanibel	Sanibel Arms West	2/15/18	8
Sanibel	Tortuga Beach Resort	2/15/18	8
Fort Myers	Edison & Ford Winter Estates	2/16/18	24
Fort Myers Beach	Cane Palm	2/21/18	6
Fort Myers Beach	Times Square	2/21/18	16
Fort Myers Beach	Best Western PLUS Beach Resort	2/21/18	8
Sanibel	Sanibel Arms West	2/23/18	8
Sanibel	Lighthouse Beach	2/23/18	10
Sanibel	Pelican Roost	2/23/18	5
Sanibel	Holiday Inn	2/23/18	10
Fort Myers	RSW Airport	2/24/18	30
Fort Myers	Edison & Ford Winter Estates	2/28/18	14
Total			**316**

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March 2018 Interviewing Statistics

City	Event/Location	Interviewing Dates	Number of Interviews
Fort Myers Beach	Best Western PLUS Beach Resort	3/6/18	10
Fort Myers Beach	Windward Passage	3/6/18	6
Fort Myers Beach	Bel-Air	3/6/18	6
Fort Myers Beach	The Pier	3/6/18	10
Fort Myers	Edison & Ford Winter Estates	3/7/18	19
Sanibel	Lighthouse Beach	3/9/18	24
Sanibel	Holiday Inn	3/9/18	7
Fort Myers	RSW Airport	3/10/18	34
Fort Myers	Hammond Stadium Twins Game	3/14/18	25
Fort Myers	Jet Blue Park - Red Sox Game	3/16/18	26
Fort Myers	RSW Airport	3/26/18	32
Fort Myers Beach	Neptune Inn	3/27/18	7
Fort Myers Beach	DiamondHead Resort	3/27/18	9
Fort Myers Beach	Estero Island Beach Club	3/27/18	9
Fort Myers Beach	Times Square	3/27/18	10
Fort Myers Beach	Cane Palm	3/27/18	5
Sanibel	Loggerhead Cay	3/28/18	6
Sanibel	Sanibel Inn	3/28/18	10
Sanibel	Sanibel Arms West	3/28/18	6
Sanibel	Tortuga Beach Resort	3/28/18	7
Sanibel	Casa Ybel	3/28/18	7
Cape Coral	Cape Coral Yacht Club Beach	3/29/18	29
Fort Myers	Miromar Outlets	3/30/18	23
Total			**327**

Occupancy Interviewing Statistics

Interviews were conducted during the first two weeks of April 2018 to gather information about lodging activity during January, February, and March 2018. Information was provided by 142 Lee County lodging properties.

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Lodging Type	Winter 2018 Number of Interviews
Hotel/Motel/Resort/B&Bs	76
Condo/Cottage/Vacation Home/Timeshare	45
RV Park/Campground	21
Total	**142**

Note: Responses to survey questions are not forced, therefore, the number of respondents answering each individual question varies.